REPLY TO ATTENTION OF

DEPARTMENT OF THE ARMY

HEADQUARTERS, US ARMY GARRISON 2837 BOYD AVENUE FORT HUACHUCA ARIZONA 85613-7001

ATZS-CDR (600)

2 December 2002

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: POLICY – Commercial Sponsorship and Acceptance of Gifts

1. References:

- a. Department of Defense Instruction (DODI) 1015.10, 19 August 1981.
- b. Army Regulation (AR) 1-101, Gifts for Distribution to Individuals, 1 May 1981
- c. AR 215-1, Morale, Welfare, and Recreation Activities and Nonappropriated Fund Instrumentality, paragraph 7-47, Commercial Sponsorship, 25 October 1998.
- d. AR 210-22, Private Organizations on Department of the Army Installations, 22 October 2001.
- 2. Commercial sponsorship is only authorized for Morale, Welfare, and Recreation (MWR) programs and events, Army Family Team Building (AFTB), and Army Family Action Plan (AFAP) programs which are closely linked to MWR activities. The Army Commercial Sponsorship Program does not apply to Army units, nor can Army units solicit for sponsorship on their own as governed by the DOD Joint Ethics Regulations.
- 3. The Directorate of Community Activities (DCA) Commercial Sponsorship Program Coordinator cannot solicit sponsorship for private organizations, although private organizations may obtain sponsorship through their own efforts. I have the authority to limit or restrict solicitation by private organizations if this solicitation competes with or duplicates the functions of the authorized installation Commercial Sponsorship Program. Rules governing private organizations are covered in AR 210-22. Private organizations can be a sponsor of MWR events and programs.
- 4. Commercial sponsorship is the exchange of values. Sponsors provide cash/goods/services in return for advertising and promotional opportunities within the Army community. The Army provides benefits such as signage, club and other MWR promotions, exchange and commissary promotions, coupons and sampling opportunities, and more in return for cash sponsorship fees, goods, and services.

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5. The DCA Commercial Sponsorship Program Coordinator will be designated by name and in writing. He/she will at a minimum receive the following training:

- a. Annual briefing on ethics.
- b. Information on the principles and procedures of Nonappropriated funds (NAF) contracting solicitation.
 - c. Training in development of evaluation criteria.
 - d. Training on proper file documentation.
- 6. The DCA Commercial Sponsorship Program Coordinator's role is to serve as the central point of contact for all commercial sponsorship conducted by the installation's MWR program. He/she is responsible for coordinating the direct solicitation for all MWR events and programs and for receiving unsolicited proposals for sponsorship. He/she is also responsible for composing the written agreements outlining the MWR and the sponsoring corporations' responsibilities, and for assuring they have legal review and concurrence.
- 7. In accordance with AR 215-1, paragraph 7-39a, gifts of real or personal property or gifts of a monetary value may be accepted by a NAFI when voluntarily offered by private individuals or groups, if a determination is made that acceptance is in the Army's best interest. Authorizing officials are stated in AR 215-1, paragraph 7-39e1-5. The solicitation of gifts is strictly prohibited. In accordance with DA Pam 608-47, Family Readiness Groups (FRG) are authorized to solicit for and accept gifts directly from local business or service/private organizations. An FRG may not solicit for or accept gifts on behalf of military units or personnel.
- 8. Unit Commanders are responsible for informing all unit personnel of this policy and ensuring unit team participants and spectators adhere to this policy.
- 9. The point of contact for this issue is the Chief, Recreation Services Division, extension 533-2374.

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10. This memorandum supersedes policy memorandum, US Army Garrison, ATZS-CDR, 20 May 2002, subject: POLICY – Commercial Sponsorship and Acceptance of Gifts.

> /s/ signed LAWRENCE J. PORTOUW Colonel, US Army Commander, US Army Garrison

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